GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:3710
ANSWERED ON:12.12.2002
ADVERTISEMENTS TO URDU NEWSPAPERS IN DELHI
DUKHA BHAGAT;SHIVAJI MANE

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether there are some newspapers especially Urdu newspapers in Delhi which have very nominal circulation but are regularly getting Government advertisements;

(b) if so, the reasons and the reaction of the Government thereto;

(c) the steps being taken by the Government to curb such extravagance expenditure;

(d) the total value of the advertisements given to the Urdu newspapers of Delhi during the last three years and the top three newspapers out of them getting the largest number of advertisements; and

(e) the steps taken/being taken by the Government to ensure that the advertisements reach more and more people at a low cost?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a),(b),(c),(d) & (e): The Directorate of Advertising and Visual Publicity (DAVP) releases advertisements to newspapers/periodicals on its panel in accordance with the `Advertisement Policy of the Government of India and Guidelines for Empanelment of Newspapers with DAVP`. Advertisements are released to newspapers and periodicals depending upon the publicity requirements and availability of funds. The rates for the newspapers are fixed on the basis of a formula devised by the Rate Structure Committee. In order to secure maximum coverage of the intended contents or messages, DAVP issues advertisements to newspapers and periodicals empanelled with them. The total value of advertisements given to Urdu newspapers published from Delhi during the years, 1999-2000, 2000-2001 and 2001-2002 was Rs.56.27 lakhs, Rs.52.57 lakhs and Rs.45.29 lakhs, respectively. Details of top three Urdu newspapers out of these getting the maximum advertisements in terms of amount is given in Annexure.